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Troy Oldham

Principal and Owner at IdeaBox Creative

Greater Salt Lake City Area

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IdeaBox Creative

Thunderbird School of Global Management

See contact info

500+ connections

From a recent bio... Troy Oldham has held executive level positions in sales, marketing, public relations, online media and analyst relations. He also has international experience, speaks Mandarin Chinese, and is currently a lecturer at Utah State University. Prior to joining Intermountain Healthcare in April 2011, ...

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Troy's Activity

2,345 followers

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PRontheGO expert interview with Brad Plothow, VP of Brand &...
Troy liked

Welcome Hunter Ballam to the Utah Jazz family! We're so excited to have...
Troy liked

Ironman training has taught me that the persistent application of simple action...
Troy liked

Why Now is the Perfect Time to Start A Side Hustle
Troy liked

Gail Miller becomes 1st chairwoman of Intermountain Healthcare board
Troy Oldham commented on this

Gail Miller becomes 1st chairwoman of Intermountain Healthcare board
Troy Oldham likes this

See all activity

Experience

Principal and Owner
IdeaBox Creative
Nov 2014 – Present • 3 yrs 7 mos
North Logan, Utah

IdeaBox Creative is a full-service marketing and communication strategy firm. I specialize in marketing, design, PR and online representation of your brand and your company. I currently work with companies in the engineering, healthcare, automotive and outdoor recreation industries. My event company, Headspin Events also specializes in large-scale cycling and community events.

Lecturer

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People Also Viewed

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Marketing Leader at Intermount Healthcare & Doctoral Student

Michael Christian • 3rd
Electronics Assembler at Prismvi Electronics

Dave Patel
Associate Dean for External Affai Executive Director, Huntsman Sc Program at Jon M. Huntsman Sc Business

Daniel Bridenstine
Arborist, Research and Developr Specialist

Dannon Loveland
Helping connect education v opportunity

Ethan Dursteler
U.S. House of Representatives

Eric Hadfield
Financial Advisor at Northwester Mutual

Raiza Sakamoto • 3rd
Managing Recruiter at MassMut Financial Group - Intermountain

Learn the skills Troy has

Advertising on Instag
Viewers: 9,363

Writing Ad Copy

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Managing Partner
1deabox Creative
Nov 2014 – Present • 3 yrs 7 mos
Logan, Utah

External Relations & Communications Director
Strata Policy
Nov 2014 – Jun 2017 • 2 yrs 8 mos
Logan, Utah

Director of Communication & Executive Director Logan Regional Hospital Foundation
Intermountain Healthcare
Apr 2011 – Nov 2014 • 3 yrs 8 mos

Logan Regional Hospital is a nonprofit, full-service regional medical center located 80 miles northeast of Salt Lake City, in beautiful Cache Valley, serving residents of northern Utah, southeastern Idaho, and western Wyoming. Logan Regional provides advanced technology and highly skilled care providers and includes a Cancer Center, Women and Newborn Center, digital imaging services, and heart catheterization services.

Patroller and board member
Beaver Mountain Ski Patrol
1985 – Apr 2013 • 28 yrs

Executive Director, Branding and Marketing
The Jon M. Huntsman School of Business - Utah State University
Apr 2009 – Apr 2011 • 2 yrs 1 mo

The mission of the Jon M. Huntsman School of Business is to become recognized globally as top-tier within our chosen strategic focus.

Our purpose is to be a career accelerator for our students and an engine of economic growth for our communities, the state, the nation and the world.

Enterprise Sales Manager - Victoria Australia
Microsoft
2001 – 2002 • 1 yr

GM - Carpoint
nineMsn Pty Ltd
2000 – 2002 • 2 yrs

GM Carpoint .AU
Microsoft, ninemsn - Sydney Australia
2000 – 2002 • 2 yrs

General Manager

Group Manager, MSN Sales
Microsoft Corporation
1997 – 1999 • 2 yrs

Worked with a high-energy team to support online advertising sales and marketing for MSN.

Jeweler

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Education

Thunderbird School of Global Management
MIM, International Marketing Management
1989 – 1991
Activities and Societies: Member Interad Team - Hersheys in South Korea Member Thunderbird Rugby Team

Utah State University - Jon M. Huntsman School of Business
BA of Communications, PR and Marketing
1988 – 1989

Utah State University - Jon M. Huntsman School of Business
Business Administration, Minor - Business
1986 – 1989

Utah State University
BA, Communication * Business
1985 – 1989
Activities and Societies: Lacrosse Team, Student Activities Board - Travel and Entertainment, Entrepreneur club/group,

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Skills & Endorsements

Leadership · 99+

Endorsed by Nate Derring and 8 others who are highly skilled at this

Endorsed by 78 of Troy's colleagues at Utah State University

Public Relations · 99+

Endorsed by Tim Brown and 14 others who are highly skilled at this

Endorsed by 71 of Troy's colleagues at Utah State University

Marketing · 99+

Endorsed by Ryan Avila and 1 other who is highly skilled at this

Endorsed by 44 of Troy's colleagues at Utah State University

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Recommendations

Received (29) Given (42)

Whitt Woods
Director Of Engineering
March 29, 2018, Whitt worked with Troy but at different companies

I met Troy several months ago while working at Setpoint Inc. I had the pleasure of getting to know him on a personal basis while on a business trip with him. I have been very impressed with Troy. I have found him to be honest, very friendly, personable, professional and extremely knowledgeable in his field. He offers a wealth of expertise and I am excited to be working with him on a personal

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Travis Chambers
Forbes 30 Under 30/Social Videos that Drive Millions in Trackable Sales/Director, Producer, Writer, Ad Ops Growth Hacker

February 1, 2017, Travis reported directly to Troy

In a sea of Professors teaching theory they'd never actually executed, Troy was the one guy who had lived the story and walked the walk. He taught me more about Public Relations in one semester than I learned about it throughout the rest of the major/s curriculum. He had case studies of stories he himself had gotten featured, he knew the real world, he'd been inside noteworthy companies. The tools he shared with me fundamentally shaped my career. Plus, Troy is kind of a badass across the board, with his entrepreneurial and philanthropic streaks, his events and community outreach right down to his personal hobbies. Great guy to have has a role model.

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Accomplishments

1 **Language**
Chinese

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